

From: tonkinc@comcast.net
To: Daniel Amstutz <DAmstutz@town.arlington.ma.us>
Date: 02/15/2022 11:55 AM
Subject: Fwd: bike education pitch

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Hi:
Can you add this to the meeting documents?

Thanks

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----- Original Message -----

From: Galen Mook <galen@massbike.org>
To: Christopher Tonkin <tonkinc@comcast.net>
Date: 02/15/2022 8:39 AM
Subject: bike education pitch

Hi Christopher, apologies on the delay getting this information to you. In regards to the education program, the possible scenarios that could work for ABAC and the Town:

Bike Rodeo: A one-day event (perhaps several sessions), for a larger number of students, where we find a parking lot and place cones and have an on-bike workshop led by MassBike instructors, to teach basic bicycle handling skills and light maintenance (pumping tires, checking brakes, cleaning chains), and possibly have a group ride as part. Generally, the workshops last about 1 hour - 90 min per session, and we can have multiple sessions in a day. Suggest ~20 - 30 students in each session. Typically needing at least two-to-four trained instructors hired by MassBike, plus volunteers, and a host site. Each student will need their own bike.

Multi-Day Curriculum: Hosting after school or on weekend, we have a series of classes, that are with a smaller group (perhaps 10-15 students) for a more in-depth curriculum that develops over several sessions. We have a good 3.5-4 hour curriculum that can be split into perhaps two or four sessions. Each student will need their own bike. I expect we'd want ~4 instructors for this type of offering.

Partnering with Safe Routes to Schools: If Arlington schools want to be part of the SRTS program, contact the SRTS coordinator Judy Crocker <judy.crocker@aecom.com> (I believe she is an Arlington or Lexington resident and familiar with the Town issues and support w/ SRTS?), and SRTS can provide instruction in school (which MassBike will likely run), at no cost to the school (covered by MassDOT). This can be a one-time presentation, or an on-bike "rodeo", or both. You'll need a principle or other administrator to bring the program into the school, and is only for elementary or middle school. This can also be a precursor to any further education that's hosted and covered by ABAC.

Pricing is generally *\$150/hour for two MassBike instructors* which would include curriculum development and implementation of the bike rodeo, however if we are having a large event like a rodeo or needing larger classes with multiple instructors our rate is \$250/hour to offer *four* instructors and we'll likely need to also include travel time. I'm happy to parse this out and divide the timing and event and staffing to fit a budget.

I hope this helps. In Cambridge, we ran several one-off programs over a couple years and they were so popular the City put it in their operating budget to expand the program to all the middle schools, and also to hire a dedicated bicycle education person at the City level. Not to assume that could happen in Arlington just the same, but good to have a concept of where these programs can scale up.

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Galen Mook
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